

Welcome to Taboo

Dare I say it AGAIN, but 'Happy New Year' to all our Taboo readers in our first issue for 2012. What a difference a short break makes! Truth be known even if you haven't had much of a holiday, the new year always brings with it renewed energy, enthusiasm, inspiration and 'must do's'.

For anyone who's serious about doing their own PR, we've got lots of tips and insight! And, if you haven't stepped into the sourcey world that is SourceBottle – it's time! Rebecca Derrington tells us how we can tap into this wonderful resource and get great media coverage or source giveaways to make a great event.

DIY PR karma has never smelt so good! Felicity O'Donohue has made a business (The Karma Soap Co) from her hobby. You'll be inspired by the coverage she's got online as well as in traditional media.

New Year's resolutions? We're making it easy with our 10 things every PR person needs on their 'to-do' list so there's no excuses. Plus, there's amazing stats on how much time women spend on Facebook, and our regular Media Debuts and Departures to keep you on track.

Happy reading! And don't forget to forward Taboo to anyone you think would love to read it – it's good karma!



Time in lieu: 2 minutes with...Rebecca Derrington, SourceBottle

1. What is SourceBottle? SourceBottle is a service that sources experts for journalists and bloggers, and publicity opportunities for everyone else. While there are other services that offer something similar, many charge for the service, whereas we're free. We also actively incorporate social media into our business model to ensure that any call outs posted by a journalist or blogger are shared freely beyond our email database to maximise their chances of sourcing the best talent.

2. What are your readers interested in? We cater very much to anyone who's in public relations and marketing, or runs or works in a small-to-medium sized business, particularly in the beauty and lifestyle, fashion, retail, health and fitness and family and parenting sectors. Call outs in these areas are very popular on SourceBottle.

3. When posting a call out, the three things journalists and bloggers need to remember are: 1. To make the 'call out title' and 'call out summary' as COMPELLING as possible to ensure subscribers open it. 2. To make sure your contact details are correct. 3. To acknowledge receipt of responses to your post. You don't have to say much, just 'Thank you for responding to my call out on SourceBottle. I'll be in touch if I need anything further.'



4. If you're wanting to source giveaways for your next event, always ... describe in detail the audience you're sourcing for. You need to help subscribers understand how they'll benefit from giving away their product, ie. putting it in the hands of their target market to sample.

5. People always say I am... a bit of a 'have-a-chat'. And most of the time they're right. In fact, my brothers used to call me 'Selley's' short for 'Selley's No More Gaps' cause if there's ever a gap in a conversation I'll fill it.

6. What's the best part of your job? Being inspired, on an almost daily basis, by clever people with fantastic ideas and the drive to make it happen.

7. The best way to grab my attention is to...make me laugh, which isn't hard. Failing that, send me a personalised email, although it sometimes takes a little while for me to respond due to the volume of emails I get everyday.

8 . 'I'm ALWAYS on the look out for....clever ways of integrating social media into a business's overall strategy. Oh, and stories of minnows making it big, particularly the home-grown variety.

9 . The best piece of advice given to me by my Mum is...that everything's hard before it's easy. So don't give up.

10 . My guilty pleasure is...whiling away the hours on Twitter, and watching re-runs of 'Whose Line is it Anyway', and, this is embarrassing, 'Midsomer Murders'. (Did I just admit that?)

DIY PR karma has never smelt so good

From simple beginnings to DIY PR success, 30 something single mummy of two, Felicity O'Donohue has made a business out of her hobby. In her spare time she runs The Karma Soap Company, a home-based business making fresh Goats Milk soaps in a wide variety of skin-safe fragrances and colours. Her soaps that have featured in numerous online and print articles are suitable for all ages and have helped a lot of people who suffer from Eczema, Dermatitis and Acne.



What prompted you to do your own PR? I started my business whilst on the single parent pension, so every cent I had after providing for my boys was poured into it. I was in no position to even think about paying someone to handle my PR. I know they get great results, but wow it's an expense a small business really cannot afford. The results I have achieved cost me time and effort only.

What do your PR efforts involve? I wrote my own press release and had someone look over it and then I emailing it to everyone. My local paper was the first to pick it up. I also emailed a couple of mummy bloggers and shipped off products for them to review. It's a very time consuming thing to chase, however when you get a hit it's so worth it.

Since you started doing your own PR, where have you had media coverage? Media has appeared in my local papers Parramatta Advertiser and Holroyd Sun, mummy blogs such as Crafty Ladies Movement, My Pigeon Pair, Twilight2Twilight, as well as online magazines such as Family Capers, Family Australia and MonkeyShine. Take 5 have written feature articles on me, plus Support a WAHP and Mums Who Make have had me as their 'business of the month.' My hometown newspaper, Manning River Times, has also had features about my growing business.

Which media angle about your soaps created the biggest response for you and why? I think Take 5 was the best response as it hit my target market

and was released nationally in Australia and New Zealand just before Christmas 2011!!

What is the secret to your success with getting media coverage via Facebook? Ask and you shall receive. Don't be afraid to ask your 'likers' for a shout, but tell them you will return it! Try and interact with your 'likers' and work out the best time of the day to post and get the most interaction. Try linking a photo or your website if you have one, this helps with getting new visitors/customers.

How much time do you spend doing social media per week? OH WAY TOO MUCH!!! I think I spend a few hours a night and a sprinkle of an hour during the day. It just depends what I have going on during the day too. FB is usually my first port of call on my computer most days.

What advice would you give to other small business owners starting out? FB and other social media outlets are FREE so use these and any other free service you can and get as much out of it as possible. Hand out your business cards or offer samples etc where ever you can to new people. Don't be afraid or embarrassed to talk about your business and sing its praises. Start a blog (about to do it myself) and share things with people. Work hard on your SEO. There really is no need to pay someone to do it for you! And lastly read and educate yourself as much as your brain and memory can withstand, like the old saying 'Knowledge is power'.

What's next for your business and PR plans? My aim for 2012 is to get regular retail stockists to hold my products and to keep chasing more PR opportunities nationally.

My ultimate PR goal is for... Women's Weekly or New Idea to run a story on my products and those that I have helped.

Ten things every DIY PR person should have on their to-do list in January 2012:

1. Plan your PR calendar: Think about major events and public holidays that you might be able to leverage for some publicity. For example, include Australia Day, Valentines Day, Mother's/Father's Day, as well as the seasons and back to school times if they are relevant to you.
2. Write up a media wish list: list the names of the journalists and media outlets you would like to appear in and the kind of stories you would like to be involved in - think big. Then research your target publications. Get to know their story style and sections and make yourself a cheat-sheet.
3. Follow your favourite journalists on twitter, you'll be amazed at what you find out about what they are looking for.
4. Reflect and think about some different story ideas. Think about new customer case studies and any new trends or issues you have dealt with.
5. Review your website and update your newsroom with the publicity you have achieved for the year. This helps to build credibility in your brand.
6. Update your social media pages with new photos from 2011 and tell people about what you might have in store for 2012.
7. Update your biography to include a list of media interviews you have conducted in the past year. And review your photography. Is it time for an update?



8. Make plans to brush up on your PR skills. If you are outsourcing, does your agency measure up? Or, if you are a DIY publicist, do you need a helping hand? You may think about taking a course or joining a mentor program.
9. Start planning your campaigns. Begin by putting down some dot points about timing, who you might involve and the type of media you will target.
10. Update your media contact list and annotate it with any information about the journalists you have spoken to, what they like, what they are looking for and so on.

The full article can be found at <http://www.prguru.com.au/Blog>

Media debuts and departures

- Logie winner Chrissie Swan has quit Ten's The Circle for a breakfast radio gig with ARN's Mix 101.1 in Melbourne.
- ARN's Mix 101.1's Brig & Lehmo have shifted sideways to ARN's Gold 104.3, replacing Grubby & Dee Dee.
- Andrew Rochford has left Sydney's Mix 106.5 to become co-host of Ten's new Breakfast offering. He will be replaced by Tim Ross.
- Ben Naparstek editor of The Monthly has been appointed as the new editor of Fairfax Media's Good Weekend magazine.
- Surprise, surprise, Good Weekend writer John Van Tiggelen has joined The Monthly as editor starting February.
- Former ACP publishing director Pat Ingram has joined Fairfax Media as editorial director of insert Sunday Life, and Kate Cox has been promoted to editor.
- Ian 'Dicko' Dickson resigns as host of Network Ten's Can of Worms for the next season which is set to air in 2012.
- Veteran Mercury Editor Gary Bailey departs and Andrew Holman, currently Editor of The Cairns Post will replace him and also be in charge of the Sunday Tasmanian.
- Neil Melloy, Editor-in-chief at Quest Newspapers takes over editorship at The Cairns Post.
- Financial Review Group has closed technology publication MIS Magazine.
- A new news and opinion website The Health Report lead by Michael Riley will focus on Australia's health system.
- Radio presenter Camilla Severi has been dropped from Brisbane's Nova 106.9 Breakfast show.



Useful new FREE tool to check circulation of publications

The Audit Bureau of Australia has launched an innovative online tool that allows all PRs to quickly check a publication's audited circulation data. This will make your job of evaluating your media coverage reach and impact a whole lot easier. Check it out here: <http://www.auditbureau.org.au/edata/mobile/login>



New survey shows 'One-third of Aussie women spend 3 hours a day on Facebook'

A recent survey found that more than a third of Aussie women spend more than three hours a day on Facebook – and three in four women in business use Facebook as a marketing tool.



The survey also found that 60% of businesswomen now use Twitter.

Blogs are increasingly popular too – 92% of women online are reading blogs, half are running their own blog and 47% of businesswomen use blogs for marketing purposes.

It also emerged that 68% of women had bought something based on a blog review, and 43% of blog readers sought out blog reviews before making a purchasing decision.

The online research, called the Australian Women and Social Media Survey 2011, conducted by Brand Meets Blog & MumPR polled 708 women in December 2011– 95% of respondents were aged 22-49.

Standby for PR Guru's survey

At PR Guru we're committed to improving what we do and delivering what readers want, so next month, we're going to invite you to participate in our survey. And, for those who do, there's the opportunity to win an Apple iPod Touch 8GB



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